

1 of 5

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

SC-1*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TU	6A-7A	WAKE W/WAGNERS - 1/DAY	:30	\$700.00	10/08-10/09	2	1	2	\$1,400.00	
	2	W-F	6A-7A	WAKE W/WAGNERS - 1/DAY	:30	\$700.00	10/03-10/05	2	1	2	\$1,400.00	
	3	W-F	7A-9A	WAKE W/WAGNERS - 1/DAY	:30	\$900.00	10/03-10/05	3	1	3	\$2,700.00	
	4	M-TU	7A-9A	WAKE W/WAGNERS - 1/DAY	:30	\$900.00	10/08-10/09	2	1	2	\$1,800.00	
	5	M-TU	9A-10A	WAKE W/WAGNERS - 1/DAY	:30	\$425.00	10/08-10/09	2	1	2	\$850.00	
	6	M-TU	10A-11A	WAKE W/WAGNERS - 1/DAY	:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
	7	W-F	10A-11A	WAKE W/WAGNERS - 1/DAY	:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
	8	M-TU	11A-12P	WAKE W/WAGNERS - 1/DAY	:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
	9	W-F	11A-12P	WAKE W/WAGNERS - 1/DAY	:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
	10	M-TU	12P-1230P	WAKE W/WAGNERS - 1/DAY	:30	\$425.00	10/08-10/09	2	1	2	\$850.00	

Rep Order# 6860593 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 107386

Last Received: 10/03/2012 1:41 PM

Printed: 10/03/2012 6:20 PM

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Station KSNV-TV LAS VEGAS, NV.
Advertiser () ROMNEY 4 PRESIDENT
Product ROMNEY FOR PRESIDENT
Estimate# 444
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //444
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
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Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	W-F	12P-1230P	NOON NEWS - 1/DAY	:30	\$425.00	10/03-10/05	3	1	3	\$1,275.00	
	12	W-F	1P-2P	DAYS - 1/DAY	:30	\$425.00	10/03-10/05	3	1	3	\$1,275.00	
	13	M-TU	1P-2P	DAYS - 1/DAY	:30	\$425.00	10/08-10/09	2	1	2	\$850.00	
	14	M-TU	2P-3P	DOCTORS - 1/DAY	:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
	15	W-F	2P-3P	DOCTORS - 1/DAY	:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
	16	M-TU	3P-4P	DR PHIL - 1/DAY	:30	\$450.00	10/08-10/09	2	1	2	\$900.00	
	17	W-F	3P-4P	DR PHIL - 1/DAY	:30	\$450.00	10/03-10/05	3	1	3	\$1,350.00	
	18	W-F	430P-5P	NEWS - 1/DAY	:30	\$725.00	10/03-10/05	3	1	3	\$2,175.00	
	19	M-TU	430P-5P	NEWS - 1/DAY	:30	\$725.00	10/08-10/09	2	1	2	\$1,450.00	
	20	M-TU	5P-6P	NEWS - 1/DAY	:30	\$1,300.00	10/08-10/09	2	1	2	\$2,600.00	
	21	W-F	5P-6P	NEWS - 1/DAY	:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00	

Buyline Comment: NEWS - 1/DAY

Buyline Comment: NEWS - 1/DAY

Buyline Comment: NEWS - 1/DAY

Buyline Comment: NEWS - 1/DAY

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Spots/Week	# of Weeks	Total Spots	Total Cost
1	1	1	1
2	1	2	2
3	1	3	3
4	1	4	4
5	1	5	5
6	1	6	6
7	1	7	7
8	1	8	8
9	1	9	9
10	1	10	10
11	1	11	11
12	1	12	12
13	1	13	13
14	1	14	14
15	1	15	15
16	1	16	16
17	1	17	17
18	1	18	18
19	1	19	19
20	1	20	20
21	1	21	21
22	1	22	22
23	1	23	23
24	1	24	24
25	1	25	25
26	1	26	26
27	1	27	27
28	1	28	28
29	1	29	29
30	1	30	30
31	1	31	31
32	1	32	32
33	1	33	33
34	1	34	34
35	1	35	35
36	1	36	36
37	1	37	37
38	1	38	38
39	1	39	39
40	1	40	40
41	1	41	41
42	1	42	42
43	1	43	43
44	1	44	44
45	1	45	45
46	1	46	46
47	1	47	47
48	1	48	48
49	1	49	49
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51	1	51	51
52	1	52	52
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54	1	54	54
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89	1	89	89
90	1	90	90
91	1	91	91
92	1	92	92
93	1	93	93
94	1	94	94
95	1	95	95
96	1	96	96
97	1	97	97
98	1	98	98
99	1	99	99
100	1	100	100

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	M-TU	630P-7P	Buyline Comment: JEOP - 2/DAY W/MAX SEP	:30	\$1,300.00	10/08-10/09	4	1	4	\$5,200.00	
	23	W-F	630P-7P	Buyline Comment: JEOP - 1/DAY	:30	\$1,000.00	10/03-10/05	3	1	3	\$3,000.00	
	24	M-TU	7P-730P	Buyline Comment: WHEEL - 1/DAY	:30	\$1,300.00	10/08-10/09	2	1	2	\$2,600.00	
	25	W-F	7P-730P	Buyline Comment: WHEEL - 1/DAY	:30	\$1,300.00	10/03-10/05	3	1	3	\$3,900.00	
	26	M-TU	11P-1130P	Buyline Comment: NEWS - 1/DAY	:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00	
	27	W-F	11P-1130P	Buyline Comment: NEWS - 1/DAY	:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00	
	28	W-F	1130P-1230A	Buyline Comment: TONIGHT SHOW - 1/DAY	:30	\$500.00	10/03-10/05	3	1	3	\$1,500.00	
	29	M-TU	1130P-1230A	Buyline Comment: TONIGHT SHOW - 1/DAY	:30	\$500.00	10/08-10/09	2	1	2	\$1,000.00	
	30	TH	9P-10P	Buyline Comment: OFFIC/PARKS	:30	\$3,200.00	10/04-10/04	1	1	1	\$3,200.00	
	31	F	9P-10P	Buyline Comment: GRIMM	:30	\$2,600.00	10/05-10/05	1	1	1	\$2,600.00	
	32	F	10P-11P	Buyline Comment: DATELINE	:30	\$3,200.00	10/05-10/05	1	1	1	\$3,200.00	

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---REPORT TOTALS---
 Report Totals: 90 / \$93,525.00

---SALES MONTHLY TOTALS---

Oct 12: 90 / \$93,525.00
 Sales Totals: 90 / \$93,525.00
 Station Totals: 90 / \$93,525.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$334,018	CATV	0%	KBRL	0%	KINC	0%	KLAS	25%	KSNV	28%
		KTNV	28%	KTUD	0%	KVCW	2%	KVMY	3%	KVVU	14%
		XXXX	0%								

Books NOV12
 Demos RA35+

--- CREDIT RISK ---
 CASH IN ADVANCE